



Satellite Broadcasting
and Communications
Association

April 10, 2008

BY ELECTRONIC FILING

Marlene H. Dortch
Office of the Secretary
Federal Communications Commission
445 12th Street, S.W.
Washington, D.C. 20554

Re: Quarterly Report in MB Docket No. 07-148

Dear Ms. Dortch:

On behalf of the Satellite Broadcasting and Communications Association (SBCA) and pursuant to the Commission's recent *Order* in this docket, I am pleased to provide the first of several reports on the SBCA's consumer education efforts related to the ongoing digital transition.¹ The SBCA is the national trade organization representing the consumer satellite industry, including direct broadcast satellite, retailers, manufacturers, distributors, and technicians.

As part of our consumer education initiatives, the SBCA has designated a specific Web page (http://www.sbca.com/regaffairs/SBCA_ONLINE_files/digitaltv.html) to inform consumers and retailers on the DTV transition. Most recently, the Web page encouraged retailers to certify with the U.S. Department of Commerce's National Telecommunications and Information Administration (NTIA) to take part in the "TV Converter Coupon Box Program." The SBCA also issued a series of "Action Alerts" to its membership with information on the coupon program. The "Action Alerts" contained much of the same information as was stated on the aforementioned Web page.

The SBCA is committed to the digital transition and intends to continually update the information provided as appropriate. Please do not hesitate to contact me should you have any questions regarding these initiatives, or any other issues related to the digital transition.

¹ *DTV Consumer Education Initiative*, MB Docket No. 07-148, ¶ 50 (rel. Mar. 3, 2008) ("*Order*").



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Sincerely,

/s/

Noah Cuttler
Director, Regulatory Affairs